

Application and Exploration of Wedding Brand Visual Image Design under the Background of Information Age

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Abstract. Today's wedding industry is not as simple as traditional weddings, and now more fashionable and personalized elements are added to it. As the industry matures, more and more people are joining the ranks. In order to stand out from many excellent wedding company brands, the wedding company must have a clear and accurate brand positioning and corporate image, and should pay more attention to the use of brand concepts to shape the image of products and companies, and to shape cultural connotations. Use modern aesthetic principles and design techniques to create modern features and advantages, and condense and display a representative, easy-to-recognize and remember high-quality brand image. The subject starts from the brand visual image, pays attention to the brand recognition, has characteristics and individuality, takes the self-charm of the brand as the first priority, and relies on the cultural connotation as the spiritual support to design an excellent brand visual image suitable for the current wedding market.

Keywords: Wedding Brand; Brand Visual Image Design.

1. Introduction

1.1 Research Background

As more and more people get married, and young people pursue individuality and fashion, the wedding industry has emerged as the times require. The most obvious sign of the industrialization of weddings is the large number of professional wedding companies. Since the first wedding company appeared in China in the 1990s, wedding companies have sprung up like mushrooms after a rain. Marriage has always been known as a major event in life. Wedding is the opening remarks of entering a new life. People regard this important ceremony as sacred and solemn. No matter who it is, they want to make the wedding lively, festive and decent. In today's market economy, shrewd merchants have already aimed at this business opportunity, and weddings have also been commercialized by these merchants and used as a carrier for industrialized operations.

1.2 Research Significance

The wedding industry is currently in an emerging stage and is developing rapidly. Its field has broad prospects, but there are also certain problems in the process of its rapid development. The growth of Chinese wedding industry brands is still in its infancy. The good and the bad in the market are mixed and the lack of integrity makes many newcomers full of distrust of newlywed consumption.

With the continuous improvement of per capita living standards, my country's wedding consumption has surged, and the wedding market space has been expanding. The wedding industry has gradually become a sunrise industry full of business opportunities and promising prospects. From the perspective of industry rules, there should be strong brands in the wedding market to improve quality.

The wedding industry must grasp the pulse of the market, enhance the cultural connotation, and develop products that meet the market. In terms of brand visual image, it is necessary to identify the brand positioning, closely combine wedding culture and visual communication design, and create a wedding brand image with its unique personality that conforms to the aesthetics of contemporary young people, condensing and showing representative, easy The high-quality brand charm of identification and memory can attract the attention of consumers, so as to achieve the most extensive marketing and better and more accurate services for weddings. This is the current development trend

of wedding brand visual design. It is also the key significance of this topic to the research on wedding brand image design.

2. The Present Situation of Brand Image Design of Contemporary Wedding Company

The wedding industry is gradually growing into a new sunrise industry. The development of wedding dresses, wedding photography, wedding services, wedding banquets, jewelry and other industries in the wedding consumer market is becoming more and more mature. More than 40 related industries such as, interior decoration, real estate, automobile, bank insurance, etc., have gradually formed an impressive wedding industry chain, which is full of huge potential business opportunities. In the process of the rapid development of the wedding industry, related companies are also paying more and more attention to brand services and scale operations, and high-level wedding services are also increasing. To meet the needs of services, a large industrial chain of the wedding industry is gradually taking shape.

2.1 Domestic Status

Chinese wedding is an emerging industry. Some scholars have pointed out that the age of marriage for new people in China will become larger and larger, the consumption scope of marriage will also become larger and larger, and more and more industries will be involved. From material type" to "spirit type". In recent years, the wedding celebration industry in my country has developed rapidly. The design and layout of the wedding scene have become professional and systematic. The design of the wedding is related to the wedding logo. There are many types of wedding invitations and wedding seat designs. More, some high-end weddings pursue excellence, and wedding planners and graphic designers have gradually learned that a professional and unified visual identification system should be established for wedding supplies at the wedding site.

2.2 Current Situation Abroad

The foreign wedding industry has developed for a long time. The United States, Japan and South Korea have a certain professional discussion on weddings. The brand image design of the foreign wedding industry is more mature than that in China, and it attaches great importance to the logo VI enterprise.

The specific connotation of culture, and the brand effect of weddings designed and formed is relatively prominent, which can be mainly reflected in cultural differences. Western culture, as a physical world, attaches great importance to imitation, attaches more importance to online, attaches importance to body and realism, and attaches importance to the stimulation of physiological senses. , forming a good sensory stimulation, and can more effectively and improve the realization of the historical mission - dissemination, so as to actively reflect the cultural connotation of the enterprise.

3. "Xingsha" Wedding Brand Conception

3.1 Brand Story

Wedding supplies on the market have similar design styles, no cultural connotations and new ideas, and cannot convey people's emotional appeals well. A meaningful brand story can support the cultural heritage of its personality.

The key word of the brand story of the "Xingsha" wedding brand is the power of love. Its brand name comes from a legend: Xingsha is also called Xingsha, as the name suggests, it is sand that looks like a five-pointed star. A long time ago, the beautiful daughter of the rain god fell in love with the son of the star, the son of the star. But they only met once and never had the chance to see each other again. Worrying about her thoughts made her muster up the courage to walk into the kingdom of stars

to find the child of the stars. Finally, at the top of the universe, she found him whom she admired. Soon, the child of the stars also fell in love with this beautiful and kind girl, and both fell in love. But heaven does not allow love. When the Rain God found out, he was furious and forbid his daughter to meet the Child of the Stars again. But the power of love is so powerful that they decide to leave the heavens. The Rain God is the god of the waters, every drop of rain is his eyes, as long as she orders, the rain can easily find them. So, they racked their brains and came up with a way, that is, the two people turned into stars and rainwater, and they turned into tiny, tiny, sparkling stars, scattered in every corner of the world. In this way, they are both together and can escape the eyes of the rain god. One night, the rain god mobilized all the waters to hunt down the little stars. The whole world was suddenly poured with heavy rain, and almost all the little stars were hunted out by the raindrops one by one, and only a few remained. They landed on the beach and dissolved into the fine sand. Because the combined little stars themselves have some moisture, over time, the stars and the fine sand will be subtly merged together to form the star sand that everyone said. Another point that must be mentioned is Saipan, the "hometown of the stars". Saipan is said to be "the hometown of the stars" because the beaches here are famous for the stars and sand. When you watch the stars clear the clouds and cover the night sky at night, you will believe that this is the hometown of the stars.

The point of a brand story is to allow consumers to resonate with this emotional expression. With the expansion of national vision, only designs with individuality and cultural heritage can resonate aesthetically and leave a deep impression on people.

3.2 Brand Concept

The brand concept is the soul of a brand's existence and development. The product itself has no vitality, and an enterprise without a brand concept has no vitality and continuity. Only by attaching importance to the brand and building the soul of its own development can it become bigger and stronger. As a wedding supplies brand, consumers must feel the concept conveyed by the brand - meeting, knowing each other, falling in love, and forming a sea of stars; sticking to, not leaving, not abandoning, and eventually becoming a family of beautiful people. In the name of love, feel happiness and deliver happiness.

3.3 Brand Spirit

Commodities with cultural connotations are more likely to be favored by people. In addition to symbolizing the value of commodities, the design of wedding products should also represent the spiritual connotation of the brand, helping consumers to discover their sense of belonging to a certain extent. Its brand spirit should match the corporate culture, and a simple and sincere cultural atmosphere should be advocated in the enterprise, and it should be highly compatible with the brand spirit. The brand spirit must echo the product characteristics; the promotion and dissemination of the brand spirit must be in place; the brand spirit must be integrated with the elements of the times to meet the needs of the times.

The brand spirit of "Xingsha" is to be loyal to quality, leading fashion and recorder of making love.

4. "Xingsha" Wedding Brand Visual Image Design Application

From the perspective of the visual form of the wedding supplies in the plane form, the design of the wedding supplies on the market does not have a clear graphic thinking and lacks integrity, which makes the visual identification not clear enough and the brand advantage is not obvious. Therefore, to improve the quality of the brand of wedding visual communication, it is also necessary to re-create a new integrated visual image from the multi-directional integration of the graphics, colors, and modeling images of wedding supplies.

4.1 Logo Design

The market positioning of "Xingsha" wedding brand design is niche, mainly involving the design of wedding supplies. The design of the logo extracts two important elements from the brand story - stars and raindrops, using the image outline of stars and raindrops to extract Simplify the visual presentation of the logo theme later, from real to virtual (Figure 1).



Figure 1. The design of the logo

4.2 The Auxiliary Graphics

Auxiliary graphics play an important role in visual identity design. In the design process, the shape, color, style and quantity of auxiliary surfaces must be weighed and considered in combination with the concept, artistic conception, occasion and atmosphere to be conveyed. The overall style is consistent, the picture is concise and the content is full, and the dissemination and development of corporate philosophy and brand culture are promoted.



Figure 2. The Auxiliary Graphics (main style of natural forest) (a)

The main style of the "Xingsha" wedding brand design is fresh and beautiful, with a natural and forest style. Therefore, in the auxiliary graphics, in addition to extracting the two main elements of stars and raindrops, forest elements such as leaves and flowers are added. Etc., the use of different colors and geometric shapes to construct the design of auxiliary graphics can be applied to various extended designs. (As shown in Figure 2).



Figure 3. The Auxiliary Graphics (b)



Figure 4. The Auxiliary Graphics (c)

5. Epilogue

Most of the people entering the marriageable age are the post-90s and post-95s. They have strong personalities and need new things. This requires the brand image design of the wedding planning company to carry out detailed analysis and positioning work, and use excellent design. Cases and advanced design principles and techniques are used to diversify, commercialize and innovatively design visual images. Combined with its products, services and culture for integrated design, the overall image is unified, the focus is prominent, and emotional exchanges and communication with consumers are carried out. The visual image design and brand packaging of a company can indirectly affect the sales of products. A good brand image design can increase the added value of products, enhance customers' trust in the company, and help spread and promote. Through the analysis of the content and current situation of the wedding planning company's brand transmission, it is found that the visual image design of the brand is not a simple graphic. It should be comprehensively designed to form aesthetics, corporate culture, emotional expression, product sales, etc. In addition, the brand image design must also adapt to the needs of the younger generation and serve consumers well. Therefore, companies need to combine the existing image, update consumers' intuitive impression of the company, and deepen the company's brand culture by opening up the market, combining multiple resources, and improving the quality of products and services. Use cultural resources to create appearance packaging that conforms to consumers' psychology, increase the sales of enterprise products, and form a strong competitiveness in the market.

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